In the Specification

Please amend the specification as follows:

Page 1, lines 4-6

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This application claims priority under 35 U.S.C. §119(e) for Provisional application numbers 60/???,??? 347,104 (Docket No. T742-00) filed on January 9, 2002 that is herein incorporated by reference in its entirety, but is not admitted to be prior art.

Page 1, lines 23-24

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• U.S. Application number 09/205,653, filed on December 3, 1998 entitled "Client-Server Based Subscriber Characterization System", now U.S. Patent No 6,457,010, issued on September 24, 2002 (Docket No. T703-00);

Page 2, lines 14-15

• U.S. Patent Application number 09/635,253, filed on August 9, 2000 entitled "Subscriber Identification Based on Electronic Program Guide Data" (Docket No. T705-02);

Page 3, lines 1-3

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• U.S. Patent Application number 09/774,473 filed on January 31, 2001 entitled "Advertisement Selection System Supporting Discretionary Target Market Characteristics", now U.S. Patent No. 6,560,578, issued on May 6, 2003 (Docket No. T707-11);

Page 3, lines 4-5

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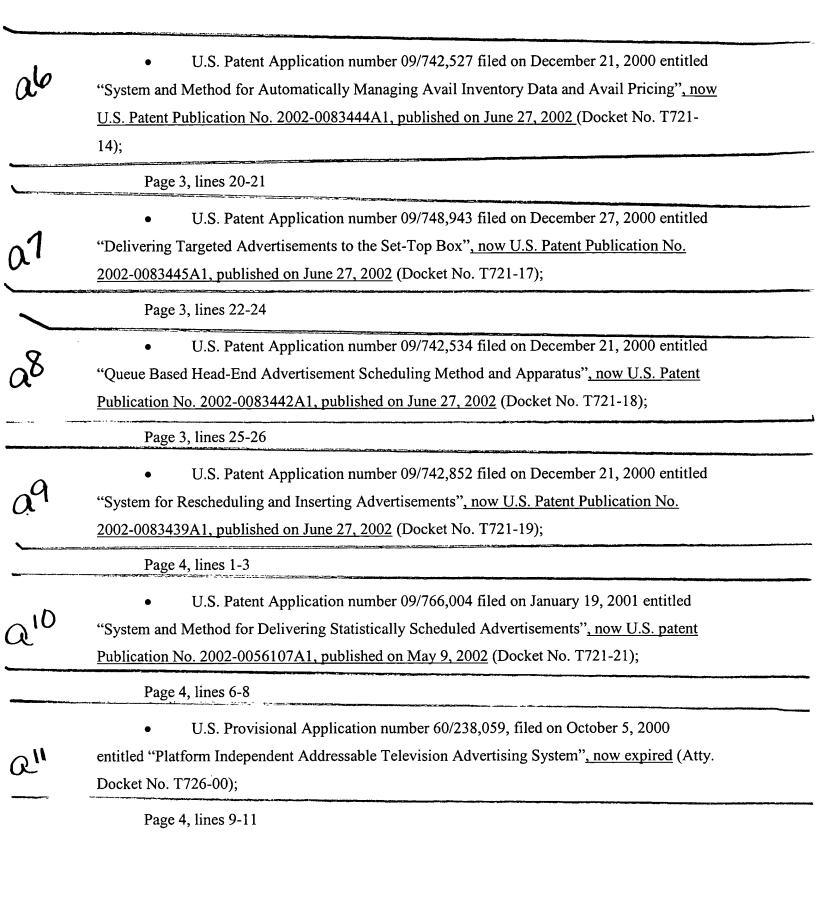
• U.S. Patent Application number 09/796,339, filed on February 28, 2001 entitled "Privacy-Protected Targeting System", now U.S. Patent Publication No. 2001-0049620A1, published on December 6, 2001 (Docket No. T715-10);

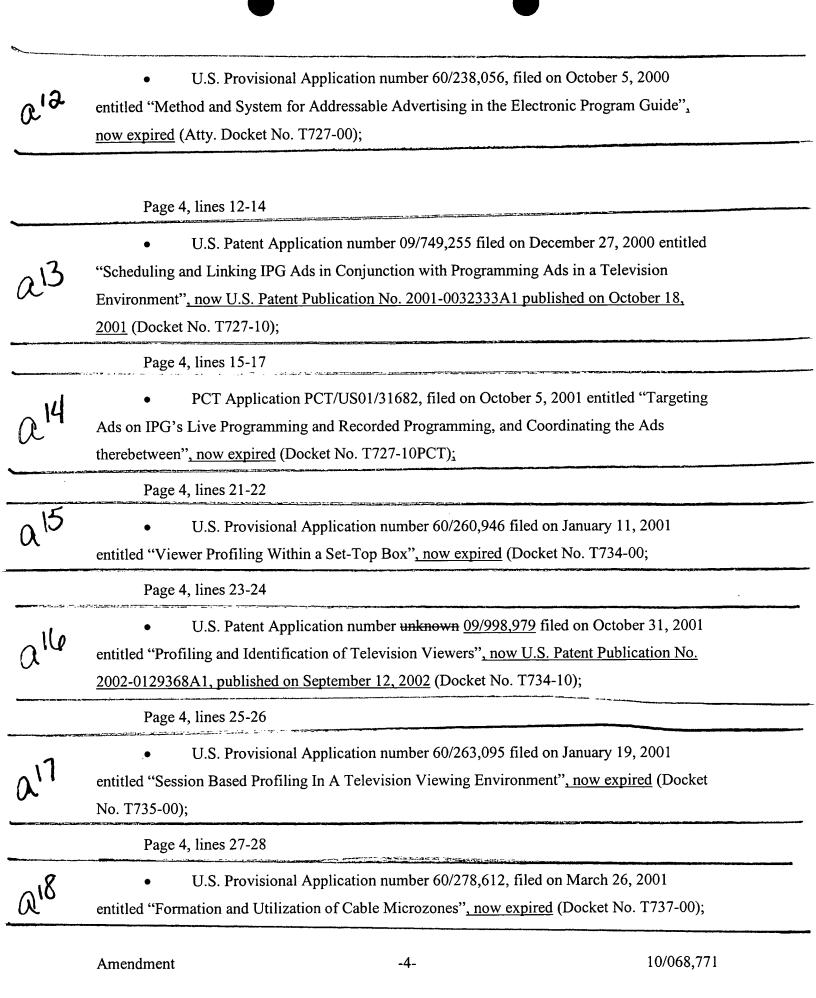
Page 3, lines 14-16

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U.S. Patent Application number 09/748,949 filed on December 27, 2000 entitled "Advertisement Filtering and Storage for Targeted Advertisement Systems", now U.S. Patent Publication No. 2002-0083441A1, published on June 27, 2002 (Docket No. T721-13);

Page 3, lines 17-19





Page 5, lines 1-3

• U.S. Provisional Application number 60/281,037 filed on April 3, 2001 entitled

"Personal Video Recorder (PVR) Market Overview And Advertising Opportunities", now
expired (Docket No. T738-00);

Page 5, lines 4-6

• U.S. Provisional Application number [[6]]60/329,992 filed on October 17, 2001
entitled "Personal Video Recorder (PVR) System Requirements and Specification", now expired
(Docket No. T738-01);

Page 5, lines 7-8

• U.S. Patent Application number (not yet known) 10/006,874 filed on November
14, 2001 entitled "Alternative Advertising in Prerecorded Media", now U.S. Patent Publication
No. 2002-0144262A1, published on October 3, 2002 (Docket No. T738-10);

Page 5, lines 9-11

U.S. Patent Application number 09/928,024 on August 10, 2001 entitled
 "Targeting Ads to Subscribers based on Privacy Protected Subscriber Profiles", now U.S. Patent
 Publication No. 2002-0123928A1, published on September 5, 2002 (Docket No. T741-10); and

Page 5, lines 12-13

• PCT Application PCT/US01/25261, filed on August 10, 2001 entitled "Targeting Ads to Subscribers based on Privacy Protected Subscriber Profiles", now expired (Docket No. T741-10PCT).

Amendment -5- 10/068,771